

COMMUNICATION & CONCEPTS

Implementing Diversity successfully by Delivering the Diversity Message

WELCOME TO OUR DIVERSITY COMMUNICATION PORTFOLIO

One key to the successful implementation of Diversity is clear and effective internal and external communication. ‘What does Diversity & Inclusion really mean?’, ‘What are the benefits for me and the company?’, ‘How can we put it into practice?’ – These are questions which require clear responses and messages. Effective Diversity communication makes use of a variety of editorial and creative options. In this section, you will get to know which services we offer in this respect. Please select the area in which you are most interested in and where you would like to generate the best possible solution with our input:

- Diversity Presentations
- Diversity Newsletters
- Diversity on the Internet & Intranet
- Diversity Brochures
- Public and Media Relations
- Diversity Annual Reports
- Communication Strategies and Concepts

On the following pages, this field will show each of the relevant projects or related references from our work.

Would you like a comprehensive Diversity consultation? Please visit the website www.michael-stuber.biz and get to know more about the expertise of Michael Stuber.

Note for the printed version: All content has been developed and designed for the purpose of being presented on the Internet. This may cause some texts to appear fragmented when read off-line. Please refer to our website on the Internet at www.diversity-consulting.eu

1. DIVERSITY PRESENTATIONS

Precise and up-to-date information on Diversity

The acceptance of Diversity and becoming engaged in cultural change requires convincing and well-organised information. Our presentations convey Diversity in professional and tailored ways. Your target groups obtain customised explanations on subjects such as demographic change, work life balance, culture or gender. Also, depending on the needs of your company, presentations focus on innovation, customer relations, employer image or change management as they relate to Diversity. Contact us, if you want to us to fine-tune your Diversity message: team@diversity-consulting.eu

"At the beginning of our European Diversity activities, we developed, in cooperation with European Diversity Research & Consulting, a Diversity statement that highlighted the specific meaning of Diversity for Motorola in Europe. Furthermore, European Diversity Research & Consulting compiled a very effective and innovative presentation as part of an information package for our line managers."

Frieder Schrade, Global Leadership & Organization Development, Motorola EMEA (August 1998)

2. DIVERSITY NEWSLETTERS

Regular news and attention on Diversity and related issues

Information on current developments keeps you aware of the growing diversity within organisations and society. With an internal Diversity newsletter, you can inform internal and external stakeholders about Diversity issues through survey results or best practice examples. A newsletter emphasises the ongoing relevance, and thus the permanent priority of Diversity, and allows you set new standards. While creating an internal newsletter for you, we utilize our own extensive experience and knowledge by creating our own diversity newsletters – e.g. EMEA DiversityNews. Are you interested in a Diversity newsletter for your organization? We can put one together for you at: team@diversity-consulting.eu

European Diversity Research & Consulting was responsible for the design, compilation and production of the internal newsletters for several international corporations. These newsletters contained specific categories and foci, were arranged in the respective corporate design and published in different regions (English & German).

3. DIVERSITY ON THE INTRANET & INTERNET

Benefit from an impressive online presence

A successful presentation of Diversity on your website and the intranet distinguishes your organisation from competitors and keeps your workforce informed and engaged. We offer support in setting up a structured and compelling presentation of your Diversity approach. With an up-to-date and comprehensive online-presence of Diversity, you position yourself as a future orientated company and as an attractive employer. The intranet provides effective networking opportunities and allows the spread of practical tools. Contact us if you would like more detailed information: team@diversity-consulting.eu

European Diversity Research & Consulting has managed the online presence of Diversity on the internet and intranet for various international companies. In these projects, we were responsible for the design, the navigation structure and the content of the respective pages.

4. DIVERSITY BROCHURES

Presenting Diversity in a comprehensive and credible way

Brochures and other print products underpin your commitment to Diversity. Inform your employees and business partners of your interest. We offer support in the customised design of brochures, flyers or poster campaigns. We also edit your Diversity content and activities for publishing purposes. Contact us if you would like more detailed information on potential print media: team@diversity-consulting.eu

European Diversity Research & Consulting has developed Diversity brochures for information and image purposes for several leading companies. We also compiled a Diversity brochure for production employees (shop floor) of an international automotive supplier which was translated into ten languages and distributed worldwide.

5. PUBLIC AND MEDIA RELATIONS

Involve the Press and improve your image

Cultivating your image with Diversity can be achieved through media reports and community involvement. Inform the public about your programmes and promote your image as a responsible organisation. Due to our longstanding experience in publication, we ensure competent presentation and reporting on your approaches. We compose texts for your press releases or professional articles on current developments. For your charity engagements or philanthropy programmes, we identify suitable partners from different communities. Contact us if you would like more detailed information: team@diversity-consulting.eu

"European Diversity Research & Consulting was a very competent service provider for our conference 'Invisible potential', where the consultancy was in charge of the facilitation, the coordination with external partners and the press contacts."
Elisabeth Kurkowski, Global Diversity Team, Deutsche Bank
(September 2004)

6. DIVERSITY ANNUAL REPORTS

Connecting past and future

The concise and appealing presentation of your Diversity success stories fosters transparency and recognition. A Diversity annual report contains an overview of goals, activities and achievements. Make your Diversity management known to employees and external stakeholders, and leverage your successes for future projects. With an annual report, you reassess past, present and future programmes. Contact us if you would like more detailed information on the benefits of an annual report: team@diversity-consulting.eu

For an international telecommunication corporation, European Diversity Research & Consulting designed and edited annual reports that informed on the most important projects of the respective years. These reports were sent to the key stakeholders from the group and were also downloadable. European Diversity Research & Consulting has been handling the reports for three consecutive years.

7. COMMUNICATION STRATEGIES & CONCEPTS

Diverse messages that reach everyone

The successful communication of Diversity attracts attention and creates buy-in through tailored messages. A variety of editorial and creative options can be used to communicate Diversity internally or externally. Finding the most effective mix is critical to your success. With long-standing experience and intimate knowledge, we support the design of your communication strategy and help enhance your existing communication regarding Diversity. Our goal: To embed Diversity principles in your communication in order to make it more effective with audiences that are increasingly diverse. Receive a customised proposal at: team@diversity-consulting.eu

"We developed two Diversity brochures for our internal and external communication. European Diversity Research & Consulting supported us very well in the conceptual design, in drafting the first one in 2001, and in the 2004 expert translation." Elisabeth Kurkowski, Global Diversity Team, Deutsche Bank (September 2004)